



Board Meeting Minutes, February 24, 2021

The meeting was held via Zoom. Board members participated from their homes.

Call to order 4:00 pm

Present: Don Graves, President; Wendy Graves, Treasurer; Betty Spence, Secretary; Les Brandt, Beth Leuck, Elroy Limmer, Joan Limmer, Emily Pollom and Keller Suberkropp

Minutes: The minutes of the meeting of January 7, 2021, were approved.

President's Report: Don reported that he had heard from a number of people how much they enjoyed the Silva Creek Botanical Garden; one member had made a donation of \$100 to show her appreciation. One of our members, Margie Ann Gibson, a graphic designer, had volunteered to put together a card advertising the garden. The manager of the Silver City Visitors' Center had contacted him about a grant for planting native plants to attract pollinators.

Treasurer's Report: The Gila Native Plant Society account has a current balance of \$10,777.70. The Silva Creek Garden Account has a current balance of \$44,362.83.

Report by the Representative to the Native Plant Society of New Mexico: Keller reported that the NPSNM Board held a meeting via Zoom on January 16, 2021. The Board approved the budget for 2021 and funded 11 of 15 grants. It was reported that the number of NPSNM members had declined by 32 overall.

GNPS Membership: Joan reported that the Gila Chapter had 148 members as of January 2021. Wendy noted that GNPS had received \$1,095 from the state organization in the form of a membership dues rebate.

Book Sales: Don said that Ron Groves had reported that orders were coming in well on both books by Jack Carter. Les Brandt is also storing a number of boxes of the new edition of *Trees and Shrubs of New Mexico*.

Social Media: Emily reported that she had shared a post from our Facebook page with a number of groups interested in native plants in New Mexico and had gotten positive responses. She suggested that we could greatly expand the reach of our Facebook page with this method. For example, the Facebook group Native Plants of New Mexico had over 7,000 members. She would be happy to have a Zoom meeting with board members who use Facebook to explain how the sharing works.

Silva Creek Botanical Garden Report: Elroy reported that a workday had been scheduled in the garden for Friday, Feb. 26, 2021; nine people had signed up to work. In addition, the contractor for the amphitheater roof had promised he would start work Friday.

Public Relations: Betty explained the measures taken to publicize GNPS meetings, including notices in the state newsletter and on the Gila Chapter's page of the state website, notices on the gilans.org website, MailChimp emails to GNPS members, posts on the Facebook page, press releases to the Silver City Daily Press and the Grant County Beat, and notices on online calendars.

Don mentioned that there had been 44 Zoom contacts for the January meeting and 24 for the February meeting. (Some contacts involved more than one person.) He would like the secretary to keep track of the numbers.

Emily asked whether the Facebook information about the meetings could be shared with other native plant interest groups on Facebook. Wendy noted that our Zoom limit was 100, and so far we were not anywhere near the limit. The question could be discussed in the planned Zoom meeting with board members who use Facebook.

Old Business:

Give Grandly: Betty reported that planning had begun for Give Grandly. Give Grandly Day would fall on May 8 this year. Among the ideas being considered were creating the Give Grandly Coalition's own website, instead of using the Civicore platform; Civicore charged \$2500 each year in addition to the 5% deduction on donations. The event would probably have to be virtual again this year, although there was a possibility of having a Give Grandly table on the day at both the Farmers' Market and the Makers' Market. Andrea Warner, the Give Grandly Coalition President, was soliciting ideas about how to organize the event.

To date 46 non-profits had signed up, including GNPS, and GNPS had paid the registration fee. Non-profits had until the end of March to register. Betty would represent GNPS and would be part of the publicity team. Ideas for publicity included a brochure with a paragraph on each participating non-profit, which could be inserted in the newspapers and given out at appropriate venues.

GNPS Website: Wendy reported that the change of website host and domain registration to Fat Cow had been completed. The cost of \$87 per year seemed reasonable in order to have a reliable and responsive host. Jeff Boyd had tried repeatedly and unsuccessfully to contact the former host, Tim Eaton. The transition had been a little rocky but all seemed OK now. If anyone finds a link that doesn't work, please let Wendy know.

Course "Landscaping with Native Plants": The second holding of the class was quite successful; the current group of participants were very interactive on Zoom meetings. At first the course had been scheduled for only the month of February, but since interest was so high it would be extended through March.

New Business:

World Water Day Activities: Don reported that GNPS had been invited to participate in the World Water Day activities being planned in March by the Silver City Watershed Keepers; Leigh Jenkins is the Coordinator. Activities include community service projects on March 20th and a virtual panel discussion on March 22nd, in which Don has agreed to participate. Most of the community service projects are planned for the Big Ditch, but Don has suggested that a clean-up in Silva Creek might be likely to attract GNPS member participation.

Gila Earth Day: Don reported that Earth Day, April 22, 2021, would be virtual again this year, but would also involve community projects throughout "Earth Month." GNPS might go in with Southwest Audubon on a Cliff Swallow project. Audubon had already produced a video and literature on the subject.

Silva Creek Botanical Garden Advertising Card: Don shared the image of the draft advertising card Margie Ann Gibson had produced. The card met with approval overall, but various changes/corrections were suggested. Don explained that, since many changes were expected in the garden over the course of the year, the work of producing a full new brochure could be put off. The card was intended as a stopgap.

GNPS Credit Card: Wendy explained that a dedicated GNPS credit card would be useful for paying bills online and for purchases of materials and the like. Currently the President or Treasurer were sometimes using their personal credit cards.

The motion to procure a credit card for the Gila Native Plant Society was adopted.

The meeting was adjourned at 4:55 pm.

Appendix:

Motion adopted by the Board by email exchange on January 19-20, 2021

Motion: To have another batch of 100 copies of the Beginner's Guide to Planting Native Plants of the Gila Region printed at Copies on the Run. This will cost approximately \$485.

Justification: Our Landscaping with Native Plants course appears to be attracting a lot of interest and each participant will get a copy of the guide. The Grant County Art Guild is selling copies regularly and Ron Groves is out of them for the online bookstore. When we finally get back to normal times, we will certainly be selling them face-to-face at events.

Motion adopted by the Board by email exchange on February 28-March 1, 2021

Motion: The Gila Native Plant Society is willing to donate \$25 to support the creation of Give Grandly's website/giving platform.

Justification: This year, Give Grandly is creating its own website with a giving platform that will provide a fun and rewarding donor experience, so that future years can avoid external giving platform costs when running Give Grandly. The Give Grandly Coalition is asking participating organizations to contribute, where possible, to this one-off cost, through a \$25 donation.